



Design in Airline Travel Posters 1920-1970

A Semiology and Sociocultural History

By David Scott

Pub Date: 05 April 2022

Binding: Paperback

Price: £25.00 / \$40.00

ISBN: 9781839985348

Extent: 134 pages

Size: 153 x 229 mm /

6 x 9 inches

Series: Anthem Studies in Travel

BISAC CATEGORY: DESIGN / Graphic Arts /

Advertising SOCIAL SCIENCE / Popular Culture, TRAVEL /

Essays & Travelogues

BISAC CODE: DES007010

BIC CODE: AKC

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Explores the way airline travel posters 1920–1970 combine information and fantasy to create seductive images/texts

Design in Airline Travel Posters 1920–1970 offers an original insight into the structure of travel advertisements and the way recurrent motifs adapt to changing times and functions. It is both a semiology and a sociocultural history that explores the way advertising posters combine information and fantasy to create seductive image/texts. The book is lavishly illustrated in colour, the images constituting an essential part of the overall argument.

Key selling points

- Comprehensive study of airline poster design in the golden age of early mass travel
- A semiological and sociocultural approach that clarifies both the formal and the thematic complexities of airline travel posters
- Lavish illustration in full colour (over 120 images) bringing together posters never before assembled in this manner and structured in such a way as to enhance the visual argument of the book
- A book that will appeal to poster collectors and the general reader as well as to specialists in cultural history, graphic design and airline travel

Contents

List of Figures; Introduction; 1. Fact and Fantasy: Reading and Misreading the Poster Image; 2. People, Places and Planes: Destinations and Itineraries; 3. Looking Out and Looking Up: Framing Devices and Indexical Signs; 4. Indigenous Peoples; 5. Glamour and Sex Appeal: Designing Desire; Conclusion: The Decline of the Airline Travel Poster; References; Index.

About the Author(s) / Editor(s)

David Scott is internationally known both for his writing on travel and on the semiotics of graphic design, with books on travel texts, the postage stamp and the poster. He has also written books on the aesthetics and cultures of boxing and is the author of three works of fiction.

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